

ORDER

KSNV

Orders
Order / Rev: 104967
Alt Order #: 06837494
Product Desc: Issue
Estimate: 1503
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/01/12 / 09/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	61	\$41,875.00	\$35,593.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$41,875.00	\$35,593.75	0.00
Totals	61	\$41,875.00	\$35,593.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$41,875.00
Market	100%	\$161,057.69

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$48,317.31
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$32,211.54
KTUD	1%	\$1,610.58
KVVU	20%	\$32,211.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$4,831.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			5			\$325.00		0.00			

Order / Rev: 104967
 Alt Order #: 06837494
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: Issue
 Estimate: 1503
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 2	KSNV	09/18/12	09/24/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$1,500.00		0.00			
E 3	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 4	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 5	KSNV	09/18/12	09/24/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWT--S					5	\$200.00		0.00			
E 6	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$750.00		0.00			
E 7	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$425.00		0.00			
E 8	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 9	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$700.00		0.00			
E 10	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$1,000.00		0.00			
E 11	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
E 12	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$1,100.00		0.00			
E 13	KSNV	09/18/12	09/24/12		CM	1230-1p	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Order / Rev: 104967
 Alt Order #: 06837494
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Democratic Congressional Campaign Co
 Product Desc: Issue
 Estimate: 1503
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--		1			\$325.00			0.00			
E 14	KSNV	09/18/12	09/24/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWT---	:30	1	\$225.00	1	0.00	NM	1	\$225.00
				Wake Up Early Wagners											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWT---		1			\$225.00			0.00			
N 17	KSNV	09/18/12	09/24/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--		5			\$325.00			0.00			
N 18	KSNV	09/22/12	09/23/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	-----SS		2			\$1,100.00			0.00			
N 19	KSNV	09/18/12	09/24/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
				Face to Face w/ J.Ralston											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF--		5			\$1,000.00			0.00			
N 20	KSNV	09/21/12	09/21/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Friday Prime 8-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	----F--		1			\$2,000.00			0.00			
N 21	KSNV	09/18/12	09/21/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	1	\$250.00	1	0.00	NM	1	\$250.00
				Late Night w/Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	-TWTF--		1			\$250.00			0.00			
													Totals	61	\$41,875.00